

Choice For Trial

PLAYERS NON-MENTHOL

| PLAYERS NON-MENTHOL | | | | | | | | | | | |
|---------------------------|-------|-------|--------|-------|-------|-------|-------|-----------|-------------|-------------|-------|
| | Total | Sex | | Age | | Race | | Tar Level | | Size Smoked | |
| | | Male | Female | 18-34 | 35-54 | White | Black | Low Tar | Full Flavor | Kings | 100's |
| N = | 301 | 166 | 135 | 169 | 132 | 269 | 32 | 138 | 163 | 179 | 122 |
| | % | 167 % | 134 % | 167 % | 134 % | 270 % | 31 % | 140 % | 161 % | 180 % | 121 % |
| Chose Players Non-Menthol | 41 | 45 | 35 | 39 | 42 | 39 | 55 | 53 | 39 | 40 | 40 |
| First Choice | 15 | 15 | 15 | 12 | 19 | 15 | 16 | 14 | 15 | 13 | 17 |
| Second Choice | 26 | 30 | 20 | 27 | 23 | 24 | 39 | 37 | 25 | 26 | 23 |

PLAYERS MENTHOL

| | | PLAYERS CHOSE | | | | | | | | | | |
|---------------|--|---------------|------|--------|-------|-------|-------|-----------|---------|-------------|-------|-------|
| | | Sex | | Age | | Race | | Tar Level | | Size Smoked | | |
| | | Total | Male | Female | 18-34 | 35-54 | White | Black | Low Tar | Full Flavor | Kings | 100's |
| N = | | 303 | 131 | 172 | 189 | 114 | 203 | 100 | 140 | 163 | 159 | 144 |
| | | % | % | % | % | % | % | % | % | % | % | % |
| Chose Players | | | | | | | | | | | | |
| Menthol | | 42 | 40 | 43 | 41 | 42 | 46 | 32 | 43 | 40 | 35 | 49 |
| First Choice | | 20 | 18 | 21 | 19 | 20 | 22 | 15 | 21 | 18 | 17 | 22 |
| Second Choice | | 22 | 22 | 22 | 22 | 22 | 25 | 17 | 22 | 22 | 18 | 27 |

RAFFLES

| | | RAFFLES | | | | | | | | | | |
|---------------|-----|---------|------|--------|-------|------------------|-------|-----------|---------|-------------|-------|-------|
| | | Sex | | Age | | Race | | Tar Level | | Size Smoked | | |
| | | Total | Male | Female | 18-34 | 35-54 | White | Black | Low Tar | Full Flavor | Kings | 100's |
| N = | 300 | 128 | 172 | 206 | 94 | 200 | 100 | 134 | 166 | 160 | 140 | |
| | % | % | % | % | % | % | % | % | % | % | % | |
| Chose Raffles | 37 | 45 | 32 | 38 | 36 | 37 36 | 36 | 38 | 36 | 36 | 39 | |
| First Choice | 15 | 15 | 16 | 15 | 17 | 14 | 18 | 13 | 17 | 13 | 19 | |
| Second Choice | 22 | 30 | 16 | 23 | 19 | 23 18 | 18 | 25 | 19 | 23 | 20 | |

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